

SPECIAL REPORTS

7 'Fail Proof' Picks to Cash In on the AR Global Takeover

By Luke Lango July 31, 2021

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When it comes to identifying next-generation breakthrough investments that could rise 100%, 200%, 500%, or more, I always come back to one saying. Where there's disruption, there's opportunity.

Case-in-point: The internet. Throughout the 1990s, the emergence of the internet rapidly disrupted how people across the globe worked, communicated, and played.

For many, it was a scary time. Change is never easy. For many more, it was an exciting time, as the internet was unlocking a new world of possibilities. But... for investors... it was an opportunity. Specifically, it was a once-in-a-decade opportunity to invest early in emerging titans of the internet industry.

Like Amazon... when it was a \$438 million company in 1997... It's a \$1.6 TRILLION company today – representing a whopping 365,000% return. That means a mere \$1,000 investment in Amazon in 1997 would be worth more than \$3.6 million today.

Need I say more?

Where there's disruption, there's opportunity – and the bigger the disruption, the bigger the opportunity. Right now, at this very moment, we are on the cusp of a ***once-in-a-generation technological revolution*** – and you're probably completely unaware that this seismic societal shift is just around the corner.

But... if you become aware of this huge shift, and position yourself ahead of the coming changes... you will give yourself the opportunity to score 2X, 3X, even 10X returns in the stock market.

Let me explain.

For almost 100 years, the way consumers have created photo and video content has **not** changed. Sure, we've gone from taking pictures with the bulky, expensive, stationary film cameras of the early 1900s, to snapping photos with the small, cheap, mobile digital cameras of the 2020s.

But the core underlying process has not changed.

One hundred years ago, we captured three-dimensional images through a 2D lens and projected them onto a 2D surface. Today, we do the exact same thing, just with cooler technology.

This lack of change and innovation in visual content creation means the imaging market is due for a quantum leap forward...

And that quantum leap will happen within the next few years – as we enter the era of **immersive reality** and **3D imaging**.

Significant advancements in computer power and bandwidth throughout the 2010s have enabled us to now be able to capture 3D images through a 2D lens, and then project those images into the 3D world, thereby bringing static pictures to life and adding a whole new dimension (literally) to visual content creation.

The applications of this immersive technology breakthrough are **endless**.

You and I can do away with computer screens and televisions because those are constructs of a 2D, visually constrained world. In tomorrow's immersive world, we can project digital worlds onto any surface of our choosing...

Doctors can do away with all those scans and charts because those, too, are constructs of a 2D, visually constrained world. In tomorrow's immersive world, doctors will be able to

see a three-dimensional diagram of every bone and artery overlaid onto a patient's body in real time...

Shoppers can forget those often-deceptive pictures of clothing items online that don't give you any perspective of fit. In tomorrow's immersive reality, shoppers will be able to see a full-bodied representation of every clothing item on their own bodies before they order it online...

That's the future.

And it's a future coming to our world, *very soon*.

Already, every major tech company – from **Apple**, to **Facebook**, to **Microsoft** – is working on augmented reality (AR) or virtual reality (VR) technology to bring this immersive world to life. Many immersive products are already in market. With time, those products – and immersive technology – will become democratized.

Eventually, and inevitably, AR/VR tech will be a global ubiquity that changes our entire world, from the way we shop, to the way we travel, to the way we view apartments, hotel rooms, and houses.

It's all going to change – and that's why experts believe that the AR/VR market will soar to \$1.5 TRILLION in value over the next decade.

Yet... hardly anyone is talking about this coming tectonic shift... meaning you have an opportunity to invest in the emerging immersive reality megatrend ***before*** everyone else.

Which is why I'm going to tell you all about my favorite stocks to buy to play the boom in augmented reality. These are the companies doing everything right to emerge as leaders of immersive technology, each of which has the opportunity to use AR technology to change how we shop, interact with ads, and even attend conferences.

But first, let me home in on precisely what it is about this immersive augmented reality megatrend that makes jump out of my seat...

Introducing the Metaverse

Love him. Hate him. Facebook CEO **Mark Zuckerberg** is undoubtedly a smart dude.

He built a social media platform that, today, 2.9 BILLION people use every single month. It's the largest and most widely used platform ever constructed in *history* — and Zuckerberg was its architect.

So if you're looking for the “next big thing” in the technology world, you should be listening to Zuckerberg.

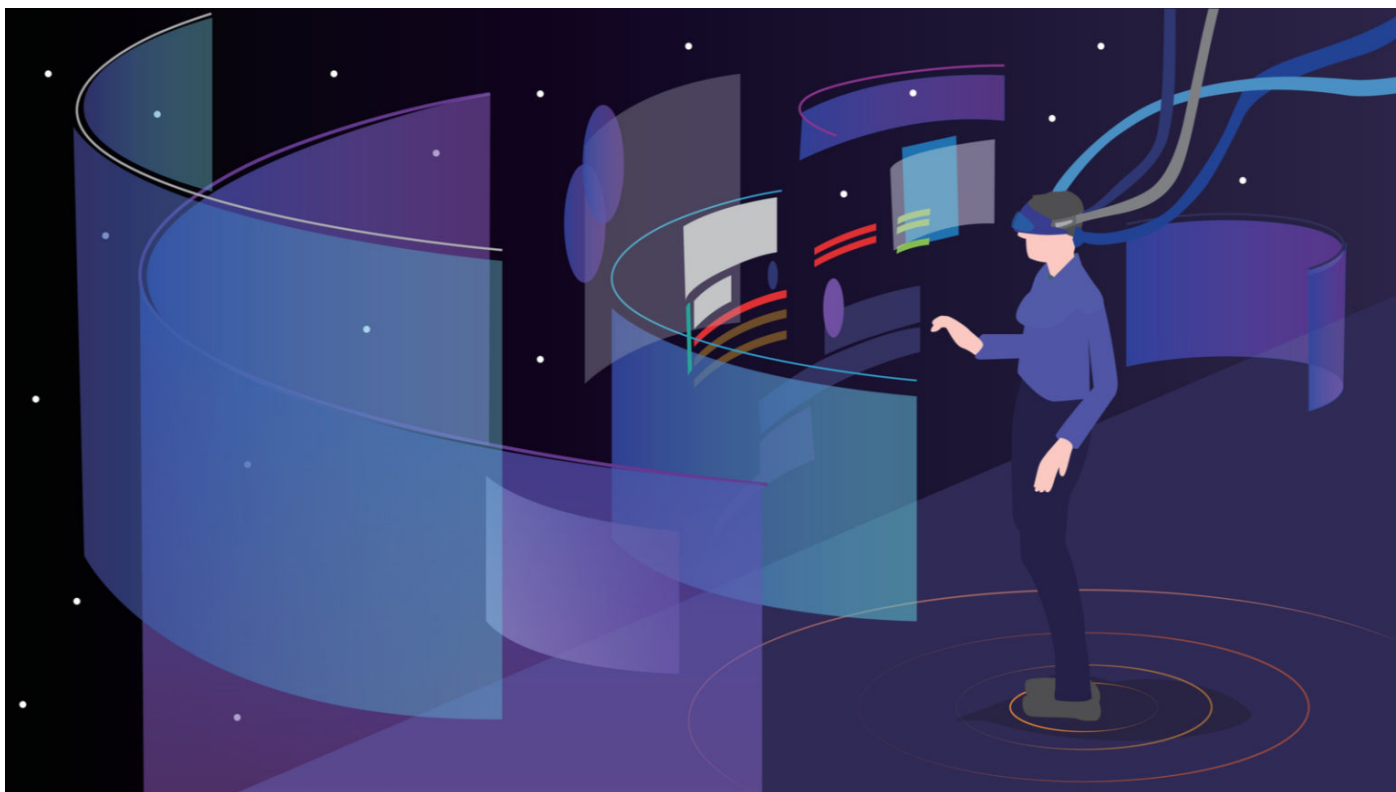
Well, fortunately for us, Zuckerberg recently clarified his thoughts on what he believes is the unequivocal “next big thing” in the technology world: **The metaverse**.

In Facebook's second-quarter earnings call with investors and analysts, Zuckerberg mentioned “metaverse” **16** different times. For context, he mentioned “advertising” — which is the bulk of Facebook's business today — just *once*...

Clearly, Zuckerberg wants to make Facebook a metaverse company. Indeed, Zuckerberg said exactly that in his own words. From the Q2 conference call: *“And in the coming years, I expect people will transition from seeing us primarily as a social media company to seeing us as a metaverse company.”*

So... why is Zuckerberg doing this? Why is he so excited about the metaverse? Heck, what even is the metaverse?

Let's answer those questions right now — and most importantly, let's show you how you can make a ton of money by investing in what may be the next big thing in tech.



Source: Shutterstock

The metaverse is a virtual replica of the real world.

It's a virtual environment that you can “plug into” via immersive reality technology to hang out with friends, play games, work, create, and more. Perhaps the best way to think about the metaverse is as “embodied internet,” versus today’s “mobile internet.” “Embodied internet” means that, as opposed to just looking at the internet through various screens, you will embed *into* the internet through various virtual reality and augmented reality devices, like smart glasses and headsets.

Now, before you go on saying that this is the stuff of science fiction and will never happen in our lifetimes... let me stop you there and simply say: **Yes, this is the stuff of science fiction, but it's also finally turning into a reality. That's how far technology has come over the past few years.**

Every major tech company out there — from Apple to Facebook to Google — is working on, and has successfully created, AR-enabled hardware devices that will form the basis for connecting to the metaverse. Several other companies — like **Unity Software**, **Snap**, and **Roblox** — are building the software platforms that allow developers to create metaverse experiences.

This is all happening right now. Snap has already rolled out augmented reality (AR) lenses and advertising opportunities. Apple's latest smartphone integrates LiDAR technology for AR capability. Facebook is clearly gearing up to go all-in with AR tech.

In other words, the “next big thing” in the technology space is emerging *right now*.

But let's break that statement down. Why, exactly, is everyone so excited about the metaverse?

Because, with the metaverse, you're basically creating a whole new world — and in doing so, you're unlocking a whole new world of economic opportunities. We believe some of the biggest economic opportunities in the metaverse will be:

- **Metaverse gaming.** Gaming is going to fundamentally change, from a player-character model (where you control a virtual character via a controller on a digital screen) to a player-only model (where you're immersed into a digital world and your actions *are* the controller). Which companies are going to make the best metaverse games? Those are the future titans of the \$176 BILLION global gaming industry.
- **Metaverse advertising.** Advertising is going to fundamentally change, too. Today, we see display and video ads on digital screens. In the metaverse, we will be interacting with AR/VR ads that could come in various forms, from a virtual character trying to sell us on a bottle of shampoo to a pop-out movie ad like we all saw in *Back to the Future*. Who is going to build the metaverse worlds to house all those ads? Who is going to build the best metaverse advertising tech? Those are the future titans of the \$455 BILLION digital advertising industry.
- **Metaverse objects.** Today, we place high value on the physical objects we own in the real world. In the future, we will place high value on the digital objects we own in the metaverse — especially as the metaverse integrates more completely with the blockchain for the creation of unique non-fungible tokens (NFTs). The market for physical objects measures in excess of \$500 BILLION. The market for digital objects will be that big one day.

Between just those three opportunities, we're talking about the creation of a **trillion-dollar** economic opportunity with the metaverse.

Do you see why Zuckerberg is so excited about this stuff?

He's not alone. We're just as excited.

The Application of the Future



Source: Shutterstock

Augmented and virtual reality are driving a fast-growing innovative megatrend. By definition, virtual reality is artificial. It's a computer-generated simulation of a real-life situation accomplished by stimulating sight and sound. The technology has a wide range of uses, from fun stuff like making gamers feel as if they are actually fighting a dragon to incredibly important things like training new pilots. AR also has a ton of uses in both fun and serious industries, such as healthcare.

Total spending on AR/VR products and services is expected to more than double each year for the next four years and climb to \$215 billion in 2021 from \$11 billion in 2017 – so 1,955% in just four years. Now that's an opportunity!

The U.S. is expected to lead the way in initial expansion, but other parts of the world will also experience incredible growth between now and 2017, some even more robust than here:

- Canada: 145% annualized growth
- Central Europe: 133%
- Western Europe: 121%
- United States: 120%

This is a megatrend that is going to be absolutely massive.

Now, for a moment, think back to your favorite old-school science fiction movie.

Chances are it features **some kind of augmented reality technology**.

In the original *Star Wars* trilogy, Princess Leia used holograms to communicate a message of help to Obi-Wan-Kenobi, while Chewbacca, R2D2, and C3PO played holographic chess.

In *Back to the Future Part II*, Marty McFly was engulfed by a giant holographic advertisement for the fictional film, *Jaws 19*.

In *Total Recall*, Lori uses a hologram to practice tennis, and Quaid uses a wristwatch device to produce a hologram of himself and deceive his captors.

The list goes on and on.

Science fiction has, time and time again, alluded to the seemingly endless potential use cases of holographic augmented reality (AR) technology.

But this kind of holographic AR technology has largely remained *just* science fiction for decades.

Until now...

Over the next few years, 5G-powered breakthroughs in connectivity speed, power, and capacity will unlock a new era of holographic AR technology... and turn what you've seen in *Star Wars*, *Back to the Future*, and *Total Recall* into a reality.

This is a space where innovation will produce numerous hardware and software applications, the likes of which will come in many forms...

Including... ***smart glasses***.

Yes. Smart glasses. I know. Most people laugh at the concept, because when I mention “smart glasses,” they think of those goofy, clunky looking Google Glasses that debuted in 2011 and which were an absolute dud.

No one – save the product's creators and a few techno enthusiasts – liked the glasses.

But guess what? The first iteration of the computer was also a dud. As was the first iteration of the smartphone.

The reality is that huge consumer technology breakthroughs take time. The underlying tech must refine itself over several years before it is ready to be packaged in a product that the public is ready to use...

Smart glasses are at that point today.

The technology underlying smart glasses – augmented reality – has made significant advancements over the past several years, to the point where today's latest iteration of smart glasses can do some really, really cool things.

Today's smart glasses are just a few tweaks away from being able to do what we all want them to do: **Project the digital world in front of our very eyes in 3D.**



Source: Shutterstock

The current applications are already enormous.

Think Apple, which has already integrated LiDAR sensors into its latest phones to perform spatial recognition. Or think Snapchat, which has created a long list of AR filters that kids everywhere play with every day.

Or think IKEA and Wayfair, two companies that are using AR for shoppers to visualize a new furniture piece in their homes before they buy it online.

Even Facebook, whose CEO just announced his intentions to transform FB into a metaverse company, is aiming to use smart glasses as the next product touchstone in their metaverse mega plan. FB is partnering with EssilorLuxottica to launch its Ray-Ban smart glasses, which apparently will “let you do some pretty neat things.”

Indeed, AR is already everywhere.

But as AR technology improves and smart glasses get better, ***the future applications are infinite.***

Imagine watching TV and playing games through a pair of glasses... or having your doctors create a 3D diagram of every bone and artery in your body before a surgery... or reading your kid an AR book where the characters pop out of the page and come to life.

That's the future – and we aren't too far away right now.

Experts believe that the augmented reality market will soar to \$1.5 TRILLION in value over the next decade... and that smart glasses will be at the center of it all.

Who Will Lead the Immersive Reality Metaverse?

The AR/VR space is the “who's who” of the technology world, and at this point, many of these companies are larger than what we typically invest in.

For example, there are three leaders in the AR/VR space right now:

Samsung, Sony, and Facebook. FB already owns about 12% of the VR headset market thanks to its \$2.3 billion acquisition of Oculus. One reason I like Facebook is because it is preparing for the future like no one else – since 2013 it has spent more than \$2 billion to purchase 11 small companies within the sector that will help build out its own AR/VR division.

But as much as FB is doubling down on the immersive metaverse megatrend, there is more money to be made in smaller stocks. This is where the true *exponential* upside potential is huge.

For example, I really like a small “digital twin” company that is rapidly virtualizing the world's physical spaces. I also like hot social media company that is set to be a leader in AR shopping.

These are just a handful of companies I'm watching now for the right opportunity in tomorrow's immersive reality. And when they get to be as big as Facebook or Alphabet, we'll have already made our money and moved on to the next winner, perhaps many times over.

Now, let's get into the seven “fail proof” stocks that I see as leaders running at the forefront of this immersive explosion in augmented reality:

1) The Most Innovative Social Media Platform: Snap (SNAP)

Like Facebook, **Snap (SNAP)** is another social media company benefitting from visual media tailwinds, as the company operates the world's best instant picture messaging app at a time when consumers increasingly want to communicate via pictures.

Beyond that, Snap is relentlessly innovating to expand its value proposition from a visual communication app to an all-in-one entertainment app, including games and original content. These expansion efforts should be successful, creating what is shaping up to be a very bright future for this company full of big user growth, big revenue growth, and big profit growth.

As the company continues to flex its muscles as the most innovative player in the social media space. In addition to building out its original content portfolio, Snap is integrating more augmented reality features into its app, which shows that Snap's management remains relentlessly innovative. Innovation is the fuel for growth, and Snap's management team has developed a reputation for being hyper-innovative. This innovation lives on today, on three major fronts:

1. **Content:** Snap has built out its once nascent and niche Discover platform into a mobile entertainment hub. Over 90% of the U.S. Gen Z population watched Shows and publisher content in the fourth quarter, while Snap Originals are garnering tens of millions of viewers.
2. **Product:** Snap is continuing to pioneer augmented reality features through its product. Over 200 million daily active users engage with AR every day on average, while many of the company's AR lenses are generating billions of impressions within days of their launch.
3. **Ad Platform:** Snap is pushing forward with new ad products and capabilities, such as AR-powered advertising, personalized brand lenses, and direct response advertising.

By being hyper-innovative on all three of those fronts, Snap's management team is creating a media platform that is always fresh and exciting for users, and an advertising tool that is always actionable and valuable for brands.

So long as that remains true, Snap will sprint in hypergrowth mode toward becoming *the* leader in developing AR tools via its camera-first applications, as its AR lenses allow you to use your camera to place objects and things in the picture or video with you. Now, Snap is taking that leading AR camera capability to build AR advertising and shopping opportunities that we see as having enormous potential, especially AR advertising as we think that ad format will have very high engagement.

We believe the company has a huge opportunity in front of it with augmented reality, via both AR shopping and AR advertising. The company is barely scratching the surface of its AR potential. If management executes on this front, Snap stock will explode much higher.

2) A Potential Virtual Stadium Pioneer: FuboTV (FUBO)

There are a lot of live TV streaming services out there.

YouTube TV. Hulu with Live Sports. Sling TV. So on and so forth.

Together, these live TV streaming services are allowing customers to watch all of their favorite live TV shows and sporting events, without needing a cable box or messy wires, and at a fraction of the price of traditional linear TV (which runs north of \$100 per month, versus \$60 or less for many of these live TV streaming services).

Because their advantages are so obvious and so large, this emerging class of live TV streaming services will ***rapidly disrupt*** the TV industry over the next decade.

By 2030, none of us will have cable TV – we will all be subscribed to some mix of Netflix, Disney+, and one of these live TV streaming services.

It's an enormous disruption which very few people are talking about today.

The market's best and only pure-play on this live TV streaming revolution is a small, freshly public company by the name of **fuboTV (FUBO)**.

FUBO stock is a great play on the fact that the world is pivoting from linear TV to streaming TV. This pivot encompasses fuboTV, Netflix, Roku, Disney, AT&T, and so many more. By the end of the decade, everything we watch will be through the internet. Cable boxes will be as obsolete as CD players are today.

But perhaps something even fewer people are talking about is the opportunity for these streaming companies in immersive entertainment. Netflix understands this, as it faces competition from not just other streamers, but from social media and gaming... which is why it's moving into gaming content.

Fubo, too, has an ace up its sleeve, as it's developing an all-in-one sports-betting-and-streaming platform that could easily integrate AR technology to put you virtually "at the game" — even though you're just sitting at your house. Imagine a world where you sit on your couch, throw on some smart glasses, log onto the FuboTV app, select a Lakers game to watch, and you're virtually transported to courtside seats at Staples Center. While watching the game, you can also place bets on microevents in the game, like whether LeBron is going to make this free throw.

That's a pretty cool world, right? It's the world fuboTV is trying to build.

3) A Company at the Center of an AR Shopping Boom: Poshmark (**POSH**)

Poshmark's (**POSH**) big-picture fundamentals as an emerging social commerce platform with enormous potential are tantalizing. So is the fact that this company is growing very quickly, doing everything right to sustain that growth, and largely trending in the right direction towards becoming a very popular global e-retail platform. But the best is yet to come...

Today, Poshmark is at the epicenter of four huge megatrends. One, the shift toward online shopping, because it's more convenient. Two, the shift toward social commerce, because it enables more fluid product discovery. Three, the shift toward the resale

market, because it's cheaper. And four, the shift toward augmented reality shopping, with huge partnerships with Snap to build out AR shopping opportunities.

We see AR shopping as having huge potential long term, because folks love the convenience of shopping online but also love to touch and feel products to get the right "fit." AR shopping will allow consumers to get the best of both worlds, and Poshmark is a leader in this realm.

Poshmark has built the leading marketplace at the epicenter of these enormous societal shifts.

More than that, though, management is doing everything right to improve the platform and grow the business in these powerful megatrends.

Because, in the big picture, Poshmark is creating the future of shopping.

Here's the thing. Most of us love to be social. But online shopping – for all of its wonderful price, convenience, and access benefits – is not social. It's isolated.

Poshmark is capitalizing on this shortcoming of e-commerce, by merging "social" with "shopping."

This is a big deal because the social shopping model **caters to sellers**.

Let's look at what made Shopify work...

Shopify created a platform and set of tools that enabled sellers to sell their products online **better** than anywhere else. These tools attracted tons of sellers to the Shopify platform, which naturally led to the creation of a ton of Shopify stores and a bunch of consumers buying stuff from those stores.

All that supply and demand coupled to spark an enormous surge in Shopify's revenues... and an enormous breakout in Shopify stock.

Poshmark is doing the exact same thing.

By merging social with shopping, Poshmark is creating a platform with a ton of highly engaged potential buyers. Poshmark has 32 million users who spend almost 30 minutes per day on the platform. Compare that to Amazon, where average time per visit is seven minutes...

Now, some of you might be saying: “Well, e-commerce is meant to be quick. Get in. Get out. Why is spending 30 minutes a day on a shopping site a good thing?”

Because **engagement** is **value**. The more engaged a potential buyer is, the more likely they are to discover a new product he or she wouldn't have otherwise discovered, and – more importantly – the more likely he or she is to buy that new product.

Engagement is value.

Let's look at this from a seller's perspective...

As a seller, you could either: A) sell on Amazon/Shopify, where everything is transactional and you have to rely on marketing dollars, SEO gimmicks, and product reviews to drive sales, or B) sell on Poshmark, where everything is so much more than transactional, and you can rely on creating communities, engaging with users, and being social to drive sales and drum up consumer loyalty.

Augmented reality is the icing on the cake in terms of engaging users and driving consumer loyalty higher.

Through its partnership with Snap, it's created “Poshmark Mini,” which is a social shopping product within Snapchat that lets users interact with each other via immersive “Posh Parties.” This new social shopping experience lets users browse the entire Posh catalogue of 200-million-plus items, see the brands that are trending, and virtually “try on” clothing through augmented reality. These virtual try-on sessions can positively influence consumer perceptions about brands and increase engagement with the platform during the shopping experience.

Make no mistake. This is a relentlessly innovative company with an equally innovative management team that isn't just resting on its laurels of having the world's leading social commerce market place. They're doing everything in their power to make Poshmark the world's leading commerce marketplace. Period.

And that's why we are such huge fans of POSH stock long-term. This is a company oozing with potential, and a lot of that potential isn't priced into POSH stock.

4) The Unrivaled Leader in Virtualizing Spaces: Matterport (MTTR)

One name we see a huge opportunity in is **Matterport (MTTR)**, the \$4.1 billion immersive technology company helping create the “built world.”

Matterport, which was founded in 2011 with the purpose of turning physical spaces into immersive 3D “digital twins,” is merging with **Gores Holdings VI (GHVI)**. Its mission, in a nutshell, is to *virtualize real-world buildings and spaces*.

The process was simple. A customer uses their smartphone to “scan” a physical space. That scan gets uploaded to the cloud, where Matterport's artificial intelligence (AI) software constructs a 3D virtual rendering from the smartphone scan, which lives forever on the internet and can be viewed by anyone, anywhere, at any time.

The big idea was simple, too. By virtualizing physical spaces, Matterport hoped to create a virtual spatial data library that would help physical space owners glean insights from, more carefully manage, and/or more effectively advertise their interior spaces.

Fast forward a decade. Things have played out wonderfully for Matterport.

Today, the company has over 330,000 customers across 150 countries, and across all verticals.

Real estate operators like **Redfin** use Matterport to advertise homes online. Hospitality companies like **Hyatt** use Matterport to virtualize their hotel rooms and manage assets in those hotel rooms. Retail companies like **H&M** use Matterport to generate, track, and store visual data about their stores.

The company has captured over 10 billion square feet of interior space, currently manages about 4.9 million virtual spaces, and has an annual revenue run rate of \$108 million.

Matterport is the unrivaled leader when it comes to virtualizing physical spaces.

But things are just getting started for this next-gen tech company...

We believe that, in the long run, **the physical world will become entirely digitized**. That is, every physical building and space will have a digital twin that lives in the cloud. Our bullishness on this big idea is due to the benefits that a virtual space provides to physical space owners.

Just like e-commerce allows retailers to sell any product to anyone in the world at any point in time, and therefore, dramatically increases a retailer's reach and sales... virtual spaces allow physical space owners to manage, show, and advertise any space to anyone in the world at any point in time, and therefore, dramatically increase a physical space owner's reach and sales.

And, just as every retailer has adopted e-commerce, every physical space owner will adopt virtual space technology.

There are some 4 billion buildings and 20 billion spaces in the world. Matterport has virtualized only 4.9 million of them. So, we are talking just a hair over **0.02% market penetration**.

There's a lot of long-term potential here...

So much so that one day, we believe this will be a \$20-plus BILLION company. Matterport is valued at just \$4 billion today.

5) A Purveyor of AR Shopping Capability: Shopify (SHOP)

Yes, you are probably well-aware of **Shopify (SHOP)**, the e-commerce solutions company that provides a suite of software tools that help small- to medium-sized merchants and retailers sell online. Demand for these services has soared over the past few years, as more and more consumers have migrated to online shopping. And we

believe it's going to continue to accelerate as the company executes on its augmented reality assets.

Shopify's growth narrative meaningfully accelerated amid the Covid-19 pandemic. This acceleration is permanent. The reality is that before Covid-19, most small businesses didn't sell online. The pandemic forced them to create online sales channels. Now that those online sales channels are in-place, e-commerce will permanently become a bigger and bigger piece of the sales pie for small- to medium-sized merchants – and most of those merchants are building their online stores with Shopify.

Shopify stock has had quite the run-up in 2020, and despite coming under some pressure recently, it increasingly appears that the company is due for a blockbuster few years

Like Poshmark, Shopify is developing and acquiring the technology assets to create AR shopping opportunities. This is a company that is turning into the infrastructure and technological backbone of small-to-medium sized retailers.

In a nutshell, Shopify AR provides customers – who have access to an iOS 12 (or later) device – the ability to view lifelike, interactive representations of their products in augmented reality. The value proposition for Shopify AR customers is that they can give their own customers a more tactile, hands-on experience that previously eluded digital shopping.

It's astoundingly simple: Just install the 3D Warehouse app, capture a three-dimensional model of your product, upload it, and add an AR badge for added visibility and engagement. Then boom, it's off to the races.

These 3D models are virtual representations of an object that lets users view the object from any angle. And Shopify even makes its "Shopify Experts" available to make 3D modeling even simpler.

What Shopify is doing here is genius, as it knows that many of these SMBs cannot build out their own AR shopping opportunities. So, they're relying on Shopify to do that for them — and once Shopify does, that will add a huge new revenue stream for the e-commerce solutions providers as every SMB in the world ups spending to build AR shopping.

6) The King of Self-Driving: Aurora Innovation (RTPY)

Aurora Innovation is a relatively new AV technology company headquartered in Silicon Valley. TechCrunch announced on Friday that Aurora is in late-stage discussions with LinkedIn co-founder Reid Hoffman's SPAC, **Reinvent Technology Partners Y (RTPY)**, to go public.

While it's not exactly like the other companies in this report, I just knew I had to tell you about it...

Why? Because Aurora is the ***world's leading self-driving company***, and an investment in RTPY stock today could yield 10X-plus returns over time.

So... what makes Aurora the self-driving leader?

For starters, **its technology is amazing.**

The core tech here is Aurora Driver, and it's a full stack AV solution. What that means is that Aurora has built an end-to-end solution for autonomy. Whereas some companies specialize in the perception hardware — like **Luminar (LAZR)** — and other companies specialize in the planning software — like **TuSimple (TSP)** — Aurora does it all.

Aurora Driver includes a full, proprietary sensor suite with camera, LiDAR, and radar. We like this sensor suite, both because of its redundancy (it includes all major sensors) and uniqueness (Aurora is building its own LiDAR that is world-class in terms of range and resolution).

Aurora also includes a full planning software package, which takes all the data gathered from the sensor suite, plugs it into machine learning algorithms, and translates that data into response commands for the vehicle.

According to our sources, this software stack is Aurora's "***ninja skill***." The company's machine learning algorithms are second-to-none, and therefore, the company has created the AV industry's best planning software platform — which is broadly considered the "brain" of self-driving.

What makes these ML algos so good? A part of it has to do with the world-class team Aurora has assembled. As we said earlier, great people build great products.

But the other, more important part of it is that Aurora has mastered **virtual testing**. Whereas most everyone else in the industry is racing to get the most “real-world” self-driving miles to test and validate their tech, Aurora has developed a simulator in which the company can perform far more virtual testing miles in the same amount of time it takes another company to get the same amount of “real-world” miles.

Because of its advanced immersive technology that allows it to simulate self-driving miles, and to do so very quickly, the company can amass tons of virtualized self-driving data, which helps inform the company’s planning software, and improves the viability and effectiveness of its whole self-driving stack.

Of course, that means Aurora gets more data — and more data means better ML, which means better software.

7) The iBuying Leader: Opendoor (**OPEN**)

Home buying and selling are moving online. That’s indisputable. The future of real estate is digital. Which puts **Opendoor (OPEN)** at the front of the pack when it comes to the iBuying boom.

If you remember, buying electronics also used to be inefficient. You had to get in your car. Drive down to Circuit City. Fight through crowds of people. Talk to a sales rep. Sit in a checkout line. Pay for the item. Drive back home.

Then... along came Amazon... a company that centralized, streamlined and simplified the shopping process with a single e-commerce platform... so that buying an electronics item became as easy as opening up an app, searching for an item, and tapping “Buy.”

Amazon leapfrogged shopping into the digital era, and in so doing, dramatically improved the shopping experience.

Wayfair has done the same in the home goods sector.

Carvana has done the same in the automobile world.

Chewy is doing the same thing in the pets category.

Across all verticals, retail shopping processes are being modernized, digitized and optimized for consumer convenience.

Except in the home shopping world... where less than 0.1% of homes sold last quarter were sold online.

The real estate market is stuck in the stone age.

But it won't be forever.

Opendoor is on the cusp of pioneering a breakthrough, e-commerce solution across the entire U.S. real estate market, and in so doing, will finally leapfrog this \$1.6 TRILLION industry into the digital era.

And AR/VR technology will be the most important technology in the online home shopping revolution. That is, once it reaches ubiquity and you can virtually see homes from a mobile app or desktop browser, the old-school physical home shopping market will no longer need to exist.

Just imagine it: With AR, prospective homebuyers will be able to browse Opendoor, fire up its AR-enabled home-browsing feature, and get a sense of what their potential new home will look like in a variety of styles. Essentially, you get to stage your home before you ever set foot in it, which is something you just can't do in the traditional, physical world of homebuying. What's more, you'll be able to take complete virtual tours of any home, in an immersive, high-resolution visualization that's as if you were actually there.

Look up. Look down. Zoom in. Zoom out. Go up the stairs. Look under the bed. Do it all from the comfort of your current home.

Opendoor is the iBuying leader, thus the company will very likely leverage AR/VR tech and integrate into its iBuying experience for consumers. Once it does that for every home sold on its platform, the company will start to significantly steal market share from the old-school housing market.

Opendoor is and will remain the king in this space for the foreseeable future, thanks to its industry-leading pricing algorithms and technology (which are the result of fact that Opendoor's engineering team is full of a bunch of former Square, Uber, and Twitter top engineers), rapid market expansion, and ability to create a marketplace more quickly with more benefits than any other platform.

The “Global AR Takeover” Is Huge

We just named our 7 “**fail-proof**” **stocks to buy for the Global AR Takeover**. Because we love all seven stocks so much, you will find all of them in our model portfolio.

But in our research, we came across dozens upon dozens of stock picks that we think have great upside potential in this space, because the AR opportunity is so large that it will inevitably birth a handful of mega-winners.

That's why we're going to give some bonus picks here.

These are stocks that we think are strongly positioned in the AR megatrend, and which we believe have good upside potential, but which fall just short of making the cut as our “Top 7.” We aren't issuing “Buy” recommendations on these stocks. But we are putting them in front of you to maximize your exposure to the potential opportunities in the Global AR Takeover.

Without further ado, here are your bonus picks...

Bonus Pick #1: Unity Software (U)

The Global AR Takeover includes the construction of the **metaverse** – or a virtual world that consumers can “plug into” via virtual reality technology to hang out with friends, play games, work, create, and more.

Perhaps the best way to think about the metaverse is as “embodied internet,” versus today's “mobile internet,” wherein as opposed to just looking at the internet through

various screens, you will be embedded into the internet through various VR and AR devices, like smart glasses and headsets.

Of course, building that metaverse is going to be *exceptionally complex*, specifically on the software side, and the company that provides the software tools to build that metaverse is going to one day be extremely valuable.

That's why **Unity Software (U)** is a top pick of ours in this industry.

Unity Software has created a gaming engine that provides developers with the software tools they need to create video games. Right now, the company is dominating the legacy video game market, and has its eyes set on replicating that dominance in the AR gaming market once it goes mainstream.

We think the company can do it – and if they do, this stock will turn into a big winner.

Now, to be clear, we absolutely love Unity Software as a company. But it didn't make our Top 7 for two reasons: ***Competition*** and ***valuation***.

Unity Software has been a longtime race with a company called Unreal Engine in the 3D gaming software development market. We actually like Unreal Engine more than Software, as the developers we talk to believe that Unreal Engine has a higher-quality suite of products. That wouldn't be a problem with us, as we believe this industry has room for more than one winner, but Unity stock is priced to dominate the industry – and that gives us pause about the valuation.

Net net, we love the company, but don't love the price, and that's why Unity is a bonus pick, and not in our model portfolio.

Bonus Pick #2: NexTech AR Solutions (NEXCF)

If you're looking for a high-risk, high-reward play on the AR megatrend, you should consider **NexTech AR Solutions (NEXCF)**.

NexTech is a tiny, \$130 million Canadian company that has created a suite of AR software solutions aimed at helping retailers, advertisers, and event-operators integrate AR technology into their operations and campaigns.

For example, one of the company's core products, **ARitize for eCommerce**, gives retailers the ability to embed a 3D model in a product page on an e-commerce website.

Another one of the company's core products, **AR 3D Ads**, allows users on mobile devices to pull objects in a mobile add “off the screen” and into their own environment using AR.

And another one of the company's core products, **The Virtual Experience Platform**, allows event-operators to integrate AR capabilities into video conferencing and trade shows.

Before the Covid-19 pandemic, NexTech's solutions were very niche and, quite frankly, going nowhere. Then the pandemic hit. And everything changed. Companies started to adopt and embrace digital and VR technologies like never before – and there are no signs that they're going to go back to the “old ways” anytime soon.

That's why NexTech's revenues **rose 342%** in 2020 – and why the company is projecting for another **183% revenue growth** in 2021 to \$50 million.

Plus, the company is making multiple strategic acquisitions – like **Jolokia** in April 2020, which enabled the launch of The Virtual Experience Platform, and 3D modeling tech company **Threedy.ai** just last month – which is only adding fuel to what is already a red-hot growth narrative.

Net net, with NexTech AR Solutions, you have a promising AR software technology company that appears to be in the first inning of a hypergrowth narrative – and by the end of this narrative, this company could be a worth a whole lot more than \$130 million...

So, if you're looking for a big-upside way to play the VR boom, you should consider taking a position in NexTech AR Solutions stock today.

